Poole, Larry T. (RSM) 1800

From: sampsot
To: poolel
Subject: PREBOOK/ORDERBOOK STANDARDS
Date: Tuesday, February 20, 1996 8:09PM

Larry,

The following standards are in effect relative to sales reps' prebooks and orderbooks:

- To address low or out-of-stock inventory levels: ("If it's not in the store, we can not sell it !")
  Long term solution is a permanent adjustment in the orderbook. Short term is a prebook or
  orderbook.

- Retail Pricing Strategies to address competitive activity: These type programs require a commitment of incremental product (1 - 2 weeks) by the retailer to participate. We want to ensure adequate product on-hand at all times.

- Promotional Programs (Retail Accrual, SME, Doral Impact Event, Mega/ Carton, etc.):
  Sales reps take credit for incremental product sold in conjunction with all promotional
  programs at retail.

Advise if you should require additional information.

Sincerely,

Tyrone

51861 9928

Source: https://www.industrydocuments.ucsf.edu/docs/kspm0000